

APPLiA presents its energy-saving campaign at International Energy Efficiency Conference in Japan

This week, APPLiA flew to Japan where it was selected to present its successful energy-saving campaign at the 12th International Conference on Energy Efficiency in Domestic Appliances and Lighting (EEDAL).

The "Kill Your Bill" campaign was originally launched in October 2022, in response to the rising energy costs faced by households across Europe. By means of over 50 energy saving tips applicable to a wide range of products, the initiative contributed to help consumers lower their energy consumption and reduce household expenses.

Organised by the Jyukankyo Research Institute (JYURI) in collaboration with the University of Kitakyushu, the three-day Conference brings together researchers, manufacturers, marketers and policymakers to discuss the environmental impacts of energy consumption and explore advancements in energy efficiency, net-zero energy solutions, and smart homes.

Remarkably, "80% of the environmental impact of home appliances occurs during their use phase," highlighted APPLiA's Director General Paolo Falcioni during his presentation, underscoring the importance of adopting energy-efficient behaviours at home to make the most of energy efficient products. By participating in such dialogues, we aim to further integrate energy efficiency into policy frameworks and consumer habits. The ongoing exploration of energy-saving practices marks just the beginning, as every one of us plays a role in this significant journey toward a clean transition.